

Pathways to Healthier Communities:

Working Together for
Solutions in Placer County



Final Report

Friday, November 4, 2005

Pathways to Healthier Communities

November 4, 2005



Creative Solutions for Organizations

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Table of Contents

Conference Overview	2
Conference Highlights.....	2
Dr. Jackson's Keynote Presentation	3
Major Themes Highlighted by the Participants from Dr. Jackson's presentation	3
Chronic Diseases are Increasing – Convincing Statistics Shared	3
Nutrition Needs to be Addressed Especially in Schools	4
A Decrease in Physical Activity Correlates to an Increase in Obesity for School Aged Children.....	4
The Built Environment Influences Our Ability to be Physical Active.....	5
Transportation and Air Pollution Concerns	6
The Economics of Our Lifestyle	7
The Media Mostly Sends the Wrong Messages.....	7
A Call for Action to Use Government Funding Wisely.....	8
Development Community Needs to Focus on Health	8
A Need for Community Involvement in Solutions.....	8
Large, Expensive Homes Contribute to the Problem	9
Need to Preserve Farmland.....	9
Recreation and Open Space Especially Needed for Children	10
Personal Reflections	10
Local Strategies Panel Discussion.....	10
Roger Yohe – Lincoln School District Superintendent	10
Questions for Roger Yohe	10
Walk to School Program	10
Farm Garden Program.....	11
School Nutrition Program.....	11
Best Practices Replication and Community Participation	11
Michael Lehmberg – Director of Sustainable Design, William + Paddon.....	11
Questions for Michael Lehmberg	11
Types of Projects in Placer County	11
Walkable Communities	12
Understanding Developers.....	12
Barriers to Overcome	12
Existing Suburbia	12
Form-Based Codes	12
Involvement Opportunities	12
Agricultural Land Preservation	13
Opportunities for Students to Learn	13
Low Income Housing.....	13
Recycling.....	13

Paul Zykovsky's Keynote Presentation	13
Questions for Paul Zykovsky – Local Government Commission	13
Cities Implementing Smart Growth	13
Rural Area Challenges	13
Practical Ways to Implement Change	14
Dealing with Obstacles.....	14
Community Participation	14
Changing the Mindset	14
Form Based Codes	14
Local Agency Formation Commission's Role.....	14
Economics of Smart Growth	14
Local Solutions Discussion	15
Change the Development Practices in Placer County to Smart Growth Practices	15
Make Safe Routes for Children to Walk to School a Priority.....	15
Make Physical Activity for Students in School a Priority	16
Promote Nutrition and School Wellness Program in Placer Schools	16
Promote Parent and Business Participation in Healthy School Programs	16
Establish Healthy Nutritional Standards in Schools	17
Model Healthy Eating Habits.....	17
Advocate at the State Level	17
Involve the Community in Strategies for Better Community Health	17
Early Nutritional Education – First 5 Involvement	18
Announcement.....	18
Conference Evaluation	19
Conference Evaluation.....	19
Conference Evaluation Results.....	19
Participant Comments on Evaluation	20
Pre & Post Conference Electronic Poll	20
Electronic Poll Overview	20
Pre and Post Conference Ratings - Average Ratings and Variability Table	20
Participant Comments – Pre-conference	21
Participant Comments – Post-conference	22
Pre and Post Conference Polling Graphs.....	23
Pre-conference Poll Summary Graph and Distribution Graphs	23
Distribution Graphs – Pre-conference.....	24
Post-conference Poll Summary Graph and Distribution Graphs.....	26
Distribution Graphs – Post-conference	26

Conference Overview

The Pathways to Healthier Communities conference was convened to assist community members in working together for solutions for Placer County. There were 125 participants. The conference was held at the Parkside Church in Auburn, California on November 4, 2005. The purpose of this conference was to bring to light the current issues effecting the health and well being of Placer County residents. Speakers highlighted ways to take charge of an increasing “obeseogenic” environment by:

- Creating active and walkable communities
- Improving access to healthy food options
- Exploring local solutions and community involvement
- Working together to make a difference

This conference was sponsored by:

- First 5 – Placer
- Placer County of Health and Human Services
- Placer Community Foundation
- University of California Cooperative Extension
- Motherlode Foundation
- Gold Country Nutrition Network
- Sutter Health Sacramento Sierra Region
- Sacramento Region TA-First 5 CA
- Kaiser Permanente

Conference Highlights

Following are some of the conference highlights:

- The introductory welcome was given by Jim Holmes, Placer County Supervisor who shared how and why this conference was conceived and acknowledged those who helped in its organization and sponsorship.
- Dr. Richard Burton, Placer County Health Officer, provided a context for the importance of this conference at this point in time. He introduced Dr. Richard Jackson former California State Health Officer.
- Keynote speaker, Dr. Richard Jackson, provided an overview of the chronic diseases of the twenty-first century and the link between the world we have built for ourselves.
- The 125 attendees participated in small discussion groups and electronic polling during the entire conference. This report contains the details of their discussions, concerns and recommendations.
- Roger Yohe, Superintendent of the Western Placer School District shared details on two school health initiatives being implemented in Lincoln California.
- Michael Lehmberg, Director of Sustainable Design with William and Paddon, shared information about designs for projects in Placer County and principles for healthy community land use design.

- Keynote speaker, Paul Zykovsky, presented information on smart growth and development.
- Rene Yamashiro, Roseville School District Food Services Director and President of the California School Nutrition Association presented information on the new school wellness policy requirements.
- An Agro Art was demonstrated throughout the day.
- Joanne Neft from Placer Grown shared information on Placer agricultural products and provided edible centerpieces for participants to eat.
- A delicious organic breakfast and lunch with Placer Grown products was served by Parties with a Twist.
- Resource tables contained information about programs to improve health in Placer.

Dr. Jackson's Keynote Presentation

Dr. Richard Jackson is the former California State Public Health Officer and the past Director of the National Center for Environmental Health at the Centers for Disease Control and Prevention. He made a one hour presentation on how Americans with “super-sized” lifestyles have put themselves on a path toward poorer health. He provided an overview of the chronic diseases of the twenty-first century. His presentation focused on the important, and often overlooked, link between community design and personal health.

The conference participants engaged in small group discussion and identified the following highlights from the presentation via the electronic meeting system.

Major Themes Highlighted by the Participants from Dr. Jackson's presentation

Chronic Diseases are Increasing – Convincing Statistics Shared

- Childhood obesity is an indicator of adult obesity.
- 1 in 3 children will have diabetes.
- 22% of CA school age children are overweight.
- 5th, 7th and 9th graders to get diabetes. Negative effects are less creativity, less activities, higher health costs, less confidence, self esteem, lower graduation rates, and depression. Where's the Joy and the Happiness?
- Short time period for the obesity increases.
- Alarming increase in medical problems due to obesity.
- Out of shape, unhealthy culture that we're actually supporting.
- The increase of AOD abuse correlates with stress and depression and dynamics.
- Overall health of our people.
- Information on gastric bypass surgeries and Ritalin prevalence.
- BMI rates and the obesity issues around it.

- Amount of GI surgeries.
- Reliance on medication is occurring instead of looking to increased activity and proper nutrition.
- It's good to see the statistics, because you know there is an obesity problem, and when you see the statistics it wows you even more.
- The statistics on Ritalin are overwhelming.
- Whole person approach to total health within a human being.
- Increased mental health treatment.
- The increase risk of death with increased driving time. Every 66 miles you drive you have a one in a million chance of being in a fatal car accident.
- Impact on women's health.
- Study of women that reduced their health risk.
- Women's health is not improving . . . how to change this trend?
- Lower fatality rate in higher density cities.

Nutrition Needs to be Addressed Especially in Schools

- Nutrition needs to be a large part of our daily lives.
- Sugar content in soda. Approaches to improving health and nutrition are community specific.
- Pricing - when it's cheaper to buy soda than milk, to buy fruit roll ups in place of fruit, all these influence purchasing.
- Foods in schools need to be directly addressing child nutrition.
- Need to get schools on board and serve healthier foods.
- We need to support nutrition and physical fitness in the schools.
- Quality of food in free and reduced lunch programs.
- The high number of hours of exercise required to burn off the soda and burger.

A Decrease in Physical Activity Correlates to an Increase in Obesity for School Aged Children

- This is the first generation in history that will not live as long as their parents.
- Concerned about obesity.
- Obesity in children rate is amazing, stunning, and related to inactivity in schools.
- Concerned about mental health issues surrounding obesity in children and adults.
- Obese children becoming obese adults.
- The amount of overweight children in the US.
- The number of kids who aren't walking to school any more.
- Fitness for our kids.
- Concerned that not enough is being done for children.
- Parents being responsible for transporting kids - less walking and biking.
- Don't let kids walk because it's not safe.

- Physical activity issues are way beyond schools - it's at home too - what are their relationships (online gaming, etc. rather than actually together).
- No safe venues for walking, exercise, and general play.
- The decrease of physical fitness in the schools.
- Alarming cost of health care and unbelievable that bariatric surgery occurs in children.
- The amount of kids that have had stomach stapling - fastest growing.
- Number of surgeries conducted on children is very sad. Our children aren't exercising as well as adults. Children can't walk to school or ride bikes in safe neighborhoods. Cost of obesity vs. exercise. Number of medications given to people that could be eliminated with exercise. The number of children who can't pass physical fitness standards.
- Physical fitness taken out of the schools adding to potential obesity.
- Behavior problems in schools.
- When we were kids, mom and dad sent you out to play and we wanted to play; now they sit in front of the TV.
- One million kids on anti-depressants.
- Put P.E. classes back in schools.
- Physical activity is not just organized sports for children.

The Built Environment Influences Our Ability to be Physical Active

- The way we built affects health and activities.
- The structural environment impacts health and well being.
- Community planning.
- We have to design communities where people can get out and walk.
- Our communities are not planned to stimulate walking and activities.
- One concern is that we do not seem to be building walkable communities here.
- We need to structure our new development to encourage walking.
- We need to be more physically active and our environment is a large part of that.
- Matter of life and death to build communities where we can eat healthily and exercise.
- The way development is done stops walking, stops contact with nature and stops personal contact with each other.
- Things are not human friendly anymore.
- Intelligent planning for our communities that incorporate safe accessible areas for recreation and exercise.
- Less connectivity among neighborhoods, among generations, among communities.
- Housing areas located closer to place of work.
- Fast growth of Placer County may make implications happen quick and more intensely.
- Is it too late to affect development in South Placer?

- How do we create a neighborhood environment where kids can increase physical activity in a safe manner?
- Neighborhoods are not safe enough for parents to feel safe about their children being outdoors unsupervised. Lack of vital services within walking distance.
- Land use policies are really problematic; can't access even neighborhood restaurants.
- Badly designed communities can have a direct impact on body weight.
- The real picture that we see in Placer that matches the subdivision design of the little girl trying to get to her friend's house.
- We are no longer just talking about "quality of life." These are serious health consequences that can't be easily changed and the problems are severe.
- The interrelatedness of all the factors involved.
- The greatest chance to make changes and develop well planned and healthy communities lies in the hands of local decision makers.
- The life style of "the patient" shows the need for a comprehensive approach to planning.
- We need to change the way we allow development to occur.
- Look at development more thoughtfully and intentionally to promote healthy lifestyles.
- Impact of land use and diet on mental and physical health.

Transportation and Air Pollution Concerns

- Concerned about air pollution in America.
- Air pollution is huge and to see Sacramento as high on the list was shocking!
- More traffic.
- More air pollution with impact on outdoor activities.
- More pollution related health problems.
- Air pollution from the valley and explosive population growth.
- Public transportation especially for low income persons to access vital services.
- Excessive car use increasing air pollution impacting health.
- The climate - warming could have a dramatic impact- environmentally and socially.
- Communities need to be built with greater attention to healthy transportation and bike trails.
- Somehow there is money to add lanes to I-80 but we don't use money for wise transportation. We are fighting a huge car culture.
- Companies that encourage tele-commuting.
- Too much driving! If gas prices went up to \$15.00 a gallon, would people walk more?

- Air pollution and relation to health; poor health quality in Sacramento to Grass Valley.
- Adverse affects of air pollution not being of concern to local government and politicians.
- Need a better public transportation system.
- We need to address transportation as soon as possible. It is not too late for Placer County. There are new communities planned and we can still build in a smart way.

The Economics of Our Lifestyle

- How do you combat all the forces that are making money off lifestyle choices?
- What is a major company's intent on creating unhealthy food?
- Exploding cost of health care.
- Every 20 years your medical costs increase 2 times.
- \$28 billion in lost productivity and medical care.
- The economics of obesity are striking . . . how can this information be brought to decision makers?
- The amount of money we will be spending and yet the amount we are not spending on prevention.
- The astronomical cost of treating of all the maladies because of unhealthy lifestyles.
- Health insurance rates are rising for public and for businesses.
- Potential economic impact - health care costs, we keep homogenizing our communities (e.g. Del Webb) so who will help care for us as we get old.
- Community health needs to focus on whole community not just low income community.
- Healthcare insurance policies not providing preventive care support.
- We are headed for a health crisis, especially with aging and raising our children with poor eating and lack exercises.
- Public health needs to get involved with health promotion and prevention. Prevention is cheaper than major health care.
- Higher costs to taxpayers for treatment for underserved populations.
- It is scary because we can't predict all the implications.
- The costs of supporting this trend could be devastating to the economy.

The Media Mostly Sends the Wrong Messages

- The messages that we are sending to our youth through media run counter to a healthy lifestyle.
- Advertising/media affect nutrition.
- Concerns about kids amount of time "hooked up" to computer, video, TV, headphones, etc.
- All the media blasts about computer games, etc.
- Lack of corporate respect for the immaturity of children.

- The lack of social responsibility particularly related to the 40,000 advertisements.

A Call for Action to Use Government Funding Wisely

- Fix state and national taxes and policies to address this issue.
- We support taxing high fructose corn syrup.
- Wonder if this presentation is being given to the stakeholders and people who really do make the decisions?
- Placer has more opportunities than most counties in the state.
- Increase in government funding for treatment of health care problems.
- Spend money on making neighborhoods safe to walk in.
- What is the incentive for the community . . . that will resonate with the tax payer?
- We need to be willing to tax ourselves more if necessary to increase the community, wild life areas in our development plans.

Development Community Needs to Focus on Health

- Lack of political leadership concerned with health population.
- Preaching to the choir . . . where are the developers, planning commissioners?
- It's too bad developers aren't here.
- We need to influence the developers to the need to incorporate health concerns in their planning.
- How do we reach out effectively to community developers?
- How do we better direct developer dollars to improve the health of our community?
- We need to make it business friendly to developers to incorporate play areas, walking paths, etc., in their plans.
- We need early input into master plan decisions.
- We have a lot of growth and have a lot of opportunities to implement some of the strategies Dr. Jackson discussed. Developers and planners + government need better planning for health promotion in new areas.
- We must prioritize land use. Decide what is for community use, what will remain farm land. Create good policy.

A Need for Community Involvement in Solutions

- More people need to know about this.
- We need to fix it now.
- How do we change behaviors - make others care.
- We need to raise community awareness.
- How do we educate everyone in Placer County? How can we make sure everyone is heard?
- How do we effectively this information to people? Parents, policy makers, developers, etc?

- Our society is driven by developers and fast food industry.
- It takes a number of disciplines to create a healthy community.
- Fewer resources to commit to other quality-of-life issues.
- In an effort to not be completely reactive and more proactive, we will need to get all the different disciplines involved.
- Community Dev Resource Agency could look to a healthy communities workgroup (convened by Placer HHS) to serve as an advisory.
- The impacts are diverse: economic, social, health, well-being.
- Long range impact of the trend we are on.
- Liked how Dr. Jackson used the same tactics that lowered tobacco smoking, and applied them toward reducing obesity.
- We changed the culture in America about tobacco; we've got to change it here.
- How to change the culture in America?
- How do we not get overwhelmed by achieving the ultimate goal right away? Incremental steps.
- It's not taken as seriously as it should be, not enough is being done about it.
- Where do we start on solutions to these problems? This is a "circle" - cycle - with so many issues - who starts where; who does what?
- If we all got on the same page and worked together in a unified way we could make incremental steps.
- Network with planning, health is more than germs.
- Want to plan our communities better - plan for long term stability of family and community.
- The planning decisions that this community needs to make . . . power of citizen input.
- If we continue do the same, we will continue to get the same results.
- Accessibility of council meetings to the public.
- People need to be made to feel empowered.
- Community public health services need to be more proactive and collaborative in supporting healthy communities.

Large, Expensive Homes Contribute to the Problem

- Division between expensive and "affordable" homes.
- Seems like we are more concerned with building homes, than providing for this opportunity for more bike trails, and make it easier to recreate.
- The cost of homes has a negative impact on health and life style.
- Community education and therefore changing demand for "McMansions," how does that happen?
- Can we make smaller houses?

Need to Preserve Farmland

- Lost of 400 acres a day to development.

- 400 acres per day are destroyed.
- Losing farmland to development.
- LA as largest agricultural area in the past.
- The depletion of agro land and the tax/revenue structure which poorly drives policy and land use decisions.

Recreation and Open Space Especially Needed for Children

- Children are growing up denatured.
- Kids don't have opportunity for outside activity, nature appreciation.
- There is a window of opportunity to connect kids with nature . . . and if you miss it . . . you will lose it.
- Availability and safety of open or planned spaces for recreation.
- We live in one of the most beautiful areas of the state yet we don't have our own outdoor environmental school.
- Sadness for the children. Nature deficiency for our kids.

Personal Reflections

- We must be active everyday.
- The numbers of day's people feel bad.
- It reaffirmed how tired and lazy and depressed I've gotten
- More money does not create more happiness.
- If we don't stop the cycle we are in for a crisis. What can we do as individuals?
- Confirms what I knew but more scientifically-based.

Local Strategies Panel Discussion

Two experts in healthy community planning presented information on projects in Placer County that are more in alignment with the healthy communities model.

Roger Yohe – Lincoln School District Superintendent

Roger Yohe, Superintendent of the Western Placer School District, shared details on school health initiatives, such as walk to school, farm garden and school nutrition programs being implemented in Lincoln California.

Questions for Roger Yohe

Walk to School Program

- What kind of walkways were provided for the rural students?
- Once you build safe to routes to school how will you get kids to use them?
- How do you bring the parents along when you implement a walk to school movement?

Farm Garden Program

- Would you tell us more about the Lincoln High School Farm?
- Who runs the school gardens?
- Tell us about the outdoor learning center?
- Where should the non profit groups go to learn about starting a farm/garden program?

School Nutrition Program

- Have you incorporated nutrition education into the classrooms in elementary or high schools?
- Did you say that all schools will eliminate soda machines? What about snack machines?
- Our kids see 500 ads a year about sugar pops but how many about the importance of walking. Marketing about the Safe Routes to schools. Also, need more involvement from police.

Best Practices Replication and Community Participation

- What are the lessons learned to emulate in other districts?
- What other school districts have similar goals as yours?
- Any advice on how others can help in marketing Safe Routes to School or other health education models?
- Can you talk briefly about school wellness policies and how we can participate?
- Instead of cutting one of the three areas from the school curriculum - would it be possible for an outside agency to provide one?

Michael Lehmberg – Director of Sustainable Design, William + Paddon

Michael Lehmberg, Director of Sustainable Design with William and Paddon, shared information about designs for projects in Placer County and principles for healthy community land use design. He showed a power point presentation about smart growth projects both in Placer and elsewhere and answered questions from the audience.

Questions for Michael Lehmberg

Types of Projects in Placer County

- How many projects are you involved in - in Placer County?
- How do we find out where smarter housing developments are being built in this area?
- Are you involved in the Rocklin downtown project? Does it have some of the elements in the design, such as walking, etc?
- Where are there existing developments such as University development example? Where are they proposed? Will they be affordable?

- Is the University Village the same as Prop H?
- Is the growth up at the Lake on the radar at all for the county?

Walkable Communities

- I always thought it was good to have a wide street, why is it a safety concern?
- Please address issue of sidewalks to encourage walkability. How can we promote walkability and safety?
- What would you recommend to create more walkable communities in a mountain community where neighborhoods are dispersed and hilly in comparison to shop, stores and schools?

Understanding Developers

- A lot of developers would like to do the right thing...but its not feasible...please expand on this comment.
- What incentives have led developers to begin designing for human scale?
- How do you hold developers accountable to implement the kind of smart design you discussed when the local decision makers, City Councils and Board of Supervisors, don't require it? Until the general public begins to see these types of communities they won't demand it . . . if you build it they will come.
- When are opportunities for influence on the developer's side?

Barriers to Overcome

- What do you see as the biggest barrier to making successful transitions?
- What is keeping people from creating these walkable communities? Is it price, land constraints, etc?

Existing Suburbia

- What do you do with existing suburbia? How can you improve it?
- What can be done with the people-unfriendly communities that already exist?

Form-Based Codes

- What are your thoughts about form-based codes?

Involvement Opportunities

- How do you find out about the citizen advocacy opportunity?
- Comments from citizen's vs. vehicle for change. How much public comment/interest would it take to change a "plan"?
- How do "grassroots" efforts compete with the powerful and wealthy developers?

- Who needs to be involved in these discussions to change our communities?

Agricultural Land Preservation

- How does one mitigate protection of agricultural land in the face of the pressure for leapfrog development by property owners/developers?

Opportunities for Students to Learn

- What opportunities are available for high school students who are passionate about healthy urban planning to get involved in design firms or planning projects?

Low Income Housing

- How does low income housing fit in the scheme of creating healthier communities?

Recycling

- For construction; what type of recycling materials are being used in Placer County?

Paul Zykovsky's Keynote Presentation

Paul Zukovsky manages the Local Government Commission's land use and transportation programs and has been Director of the Commission's Center for Livable Communities since 1995. As director of the Center, he provides technical assistance to communities throughout the nation. He presented information on transit-oriented development, infill development, street design, traffic calming, smart growth zoning codes, compact development, revitalizing older suburbs and smart growth economic development.

Questions for Paul Zykovsky – Local Government Commission

Cities Implementing Smart Growth

- What is the smartest designed city in the US? The world?
- How many cities are incorporating Smart Planning in their new neighborhoods?

Rural Area Challenges

- Do these concepts have any place in the more rural areas with larger parcels and less density - what about geographic challenges like hilly neighborhoods?
- Just how do rural communities use this concept and be fire safe?

Practical Ways to Implement Change

- What are specific and beginning steps to revamp roads; e.g. we want to get a crosswalk in. Can you recommend a resource for steps toward change from a grassroots level?
- Is there any grant funding available to convert existing communities?

Dealing with Obstacles

- What do you perceive as the main obstacle to implementing smart growth principles?
- How do you work with political entities that resist government zoning as a way of controlling property owners decision making?

Community Participation

- How can the average citizen have an effect on developing community?
- How does one get engaged in the planning projects?
- Paul, how do we spread the word to the more people the faster?
- How can you influence our Board of Supervisors?
- Who do you view as the key stakeholders that must be at the table to create healthy communities?

Changing the Mindset

- How do you keep developers from buying of politicians?
- How do we change the mentality of "bigger is better"?

Form Based Codes

- Who creates form based codes in a community that is unincorporated (i.e. Kings Beach)?

Local Agency Formation Commission's Role

- How can LAFCo's role be used in smart growth?

Economics of Smart Growth

- Are there any statistics comparing economics between current planning & development with smart communities planning & development?

Local Solutions Discussion

Participants talked about ideas that were sparked by today's discussion and speakers. They listed the following opportunities that they see right now in Placer County.

Change the Development Practices in Placer County to Smart Growth Practices

- Change the community development codes to inspire healthy development.
- Re-look at how we approve development on county land.
- An opportunity to preserve agricultural land - right now.
- Smart growth developments with the onslaught of growth.
- Utilize smart growth principals before it too late for Placer County.
- Increase your participation as a citizen at community planning meetings.
- Improve our impact on politicians for managed growth. Need for more citizen activism. Promotion of SACOG blueprint promotion.
- Introducing form based zoning and new ordinances to the county.
- More thought out designed - plan - before developers start on a project.
- Public transportation in lieu of building closer services that necessitate more driving. "Incentive-ize" the use of public transportation.
- Taking small steps to make current downtown areas more desirable.
- Encourage communities to retain open space between communities to allow for community identity to develop and grow.
- In Rocklin stop building on our remaining green areas and start developing the main street. Also need to address the issues with the railroad crossings. We need footbridges over the crossings for safety. We need police to patrol the walk ways to and from school for safety of our kids then more would walk.
- How do we counteract effect of the current culture of large homes and the builder economy built on doing mass subdivisions?
- Can we persuade developers to realize that there's more money to be made by developing healthier communities?
- When there are times to show up or write a letter to Planning Commissions other groups. We should take advantage of them.
- Healthcare, non-profit agencies, public agencies should list the schedule of city and government planning meetings.
- Political process is not conducive to coordination between city and county (i.e., county often overturned by city officials or visa versa).
- Think globally - act locally!

Make Safe Routes for Children to Walk to School a Priority

- Create safe walking to schools.
- Lobby at the city level for safe routes to schools.
- Bike to school week . . . encourage biking or walking to school.
- Rural areas should be looked at for sidewalks from to and from Bus Stops.

- Come up with form based codes from neighborhoods to schools for safe walking to schools.

Make Physical Activity for Students in School a Priority

- Given the necessity of structured playtime, make physical activity a priority during that playtime.
- If kids are not involved in extra curricular activity, they may not be getting enough activity.
- Unstructured play for elementary schools as a solution for using energy and working the body.
- There seem to be many simple energizers and ways to educate teachers to do creative easy work with kids.
- All grades need daily PE in school year-round. If schools received money for meeting fitness goals, as they do with meeting academic goals, priorities would change.
- There is a link between physical activity and increased Ritalin use. Maybe if our kids had more opportunities for active play (unstructured) they wouldn't need meds.
- Activities don't have to be organized sports. Walking activities, play activities for kids will help them focus. Make bus stop at the school further away from school so kids would have to walk.
- Let kids PLAY! Tests scores will go up.

Promote Nutrition and School Wellness Program in Placer Schools

- Include nutrition education in routine classes.
- A nutrition coalition in our region to increase awareness, assess resources, problems and develop strategies.
- ARD. Parks and recreation districts complying with school guidelines for nutrition.
- Make phone to get the school nurse to be an active member of the wellness committee
- Provide an incentive to high schoolers to want to stay on campus for lunch.
- Encourage school-based community events (spaghetti dinners, etc.) to incorporate healthy foods and education opportunities.
- Programs where kids prepare the meal will build awareness around the issues of nutrition.

Promote Parent and Business Participation in Healthy School Programs

- Engage more parents regarding health issues.
- Educate and encourage the people to be involved, for example Wellness policy. Teachers are eager for more physical activity. Speak up more at meetings, become involved.
- Having families and businesses support the nutritional efforts at school.

- Parents are able to raise questions and create programs if the schools don't have the programs.
- As parents we have the opportunity to learn what is happening with School Wellness in our areas.
- We agree that the parties need to be cut back and possibly not allowed at the schools.

Establish Healthy Nutritional Standards in Schools

- There are too many options; we need to get back to simply setting sound health rules.
- We need do more than simply "Meet the minimum Federal guidelines" for nutrition in the schools. Ketchup may no longer be considered a vegetable, but salsa still is!
- Improving school menus.
- Look at alternative companies that provide "healthy foods" for lunch at similar prices.
- We do need to increase the nutrition education to the children.
- Nutrition education in Parks and Recreation Camps - engaging kids in agriculture through activities at the school farms.
- Why can't we go back to the schools simply being able to say this is what you can drink and leave it at that?

Model Healthy Eating Habits

- Leading by example.
- Start healthy eating habits early; model healthy eating habits.
- We need to model behaviors that we would like to see with our own kids.
- We need to set healthy guidelines within our families.
- Set an example for your co-workers, children, and grandchildren, and improve the healthy lifestyle.
- Cooking classes for single parents: make the food and take it home to serve the family dinner.
- Offering kids an enjoyable alternative to junk food and TV.

Advocate at the State Level

- We have do drive from the community level to drive the State to create balances policy. Test scores are not the answer.
- It really isn't about money. We need to lobby the state to make more use out of standards.

Involve the Community in Strategies for Better Community Health

- Focus on communication . . . bring different groups with related interests together.
- Opportunity between two First 5 Commissions to rally around this. Might contain around 0-5 to create concrete strategies.

- Media plays a key role. Use media better to educate and engage.
- Opportunity for businesses to get involved in nutrition friendly promotion of foods.
- Find ways to engage in forums with developers and other community agencies.
- Look at applicability of the street Diet theory in Placer County.
- Turn off the TV week.

Early Nutritional Education – First 5 Involvement

- Why not start both educating preschoolers about nutritional eating and also provide nutritional foods.

Announcement

- The City of Lincoln and the WPUSD would like to invite everyone to participate in the second annual Health and Wellness Fair, Jan. 23 10 am - 2 pm, a great chance to let the Lincoln community know about health and wellness solutions. Vendor forms available here today.

Conference Evaluation

Conference Evaluation

At the end of the conference, small groups worked together to evaluate the usefulness of the information and their motivation to take action to improve the health of Placer County. The evaluation asked participants to rate their level of agreement or disagreement with six statements that reflected the objectives of the conference. These statements were to be rated on the following scale:

- 1 = *Strongly disagree*
- 2 = *Disagree*
- 3 = *Neutral*
- 4 = *Agree*
- 5 = *Strongly agree*

Conference Evaluation Results

The results below show the “average rating” refers to the mean level of agreement/disagreement of the 19 small groups reporting. A rating of 3.0 would be an absolute neutral position. Anything above a 3.0 would start to favor agreement. Anything below 3.0 would favor disagreement. The “variability” percentage shows the amount of agreement around the mean. Lower percentages (below 40%) indicate more agreement among the small groups around the average rating, where higher the percentages (60% and above) indicate more disagreement with the average rating. The comment section provides more information about the small group discussion of these ratings. The graphs show the actual ratings and spread amongst the small groups and can be viewed in the Pre and Post-conference Poll Graphs section at the end of this report.

# Item	Average Rating	Variability
1. We gained information on the implications of obesity and unhealthy lifestyles locally and statewide.	4.8	21%
2. We gained information on the environmental and personal elements contributing to obesity and unhealthy lifestyles.	4.5	25%
3. The information is useful.	4.8	21%
4. We became aware of resources available in Placer County.	3.2	37%
5. We will use this information to better support health and wellness of the community.	4.7	23%
6. This conference has motivated us to take part in creating a healthier Placer County.	4.5	34%

Participant Comments on Evaluation

3 The information is useful.

- 5.0 Would like access to power point slides and/or references cited during talks - or how can we get some copies?

4 We became aware of resources available in Placer County.

- 3.0 Handouts would be helpful.

6 This conference has motivated us to take part in creating a healthier Placer County.

- 5.0 Get more information - organize more of these type conferences; involve developers.
- 5.0 Thank you. We were inspired by the keynote speakers. The information is important not only to those for whom it is new, but also to those doing the work who appreciate the reinforcement. Dr. Jackson is an excellent speaker, a wealth of knowledge. Thanks for the good food too -- yeah for catered organic food.
- 5.0 Comment on 1 - If people include children, then we all have responsibility to make policies to assist them in making healthy choices.
- 4.0 Need more information about local resources. Where are Placer County Health Department, Planning Department and schools making presentations today? Thanks for a great conference. It would be great to have a follow-up conference next year.

Pre & Post Conference Electronic Poll

Electronic Poll Overview

In order to determine the shift in beliefs as a result of the conference, the participants completed a pre and post survey poll. The poll asked participants to rate their level of agreement or disagreement with seven statements that reflected the key points made during the conference. These statements were to be rated on the following scale:

- 1 = Strongly disagree*
- 2 = Disagree*
- 3 = Neutral*
- 4 = Agree*
- 5 = Strongly agree*

Pre and Post Conference Ratings - Average Ratings and Variability Table

The results below show the pre and post conference results. The "average rating" refers to the mean level of agreement/disagreement of the 19 small groups reporting. A rating of 3.0 would be an absolute neutral position. Anything above a 3.0 would start to

favor agreement. Anything below 3.0 would favor disagreement. The “variability” percentage shows the amount of agreement around the mean. Lower percentages (below 40%) indicate more agreement among the small groups around the average rating, where higher the percentages (60% and above) indicate more disagreement with the average rating. The comment section provides more information about the small group discussion of these ratings. The graphs show the actual ratings and spread amongst the small groups and can be viewed in the Pre and Post-conference Poll Graphs section at the end of this report.

# Statement	Pre-conference		Post-conference	
	Average Rating	Variability	Average Rating	Variability
1. People are solely responsible for their own nutrition and weight.	3.1	64%	2.4	64%
2. Placer schools model proper nutrition and physical activity.	1.9	30%	2.3	35%
3. Media and technology contribute positively to our health and wellness.	1.5	23%	1.3	23%
4. Most affordable and convenient foods promote good health.	1.4	33%	1.4	32%
5. The built environment has little impact on physical activity and the health of our children.	1.2	18%	1.2	18%
6. Suburban development patterns generally promote healthy lifestyles.	1.6	30%	1.5	27%
7. Local government has an obligation to improve public health through local land use plans.	4.3	58%	4.4	55%

Participant Comments – Pre-conference

1 People are solely responsible for their own nutrition and weight.

- 4.5 Not children and not if they are not given information.
- 4.0 Good nutrition and education needs to be available, and it is not.
- 4.0 Depending on age group.
- 2.0 Accessibility to food is critical. As individuals environmental influences are outside of their control. But one of our jobs is to let people know they can impact the environment.
- 2.0 Our response is based on impact on children who can't choose.

- 2.0 There was diverse opinions regarding adults . . . some thought adults are solely responsible though children are not. And those companies offering fast foods are not liable for this.
- 1.0 The table had 2 that disagreed but mainly it was strongly agree with the exception of children.

2 Placer schools model proper nutrition and physical activity.

- 3.0 Not enough information to make an accurate rating.
- 3.0 Unsure if this applies to everyone including children.
- 2.0 There are some schools that are attempting to address nutrition.
- 2.0 Legislation is supporting it in the right direction.
- 1.5 If we were doing a good job, our children would not be obese; with new standards on teaching, we teach to test and don't teach other important things.

3 Media and technology contribute positively to our health and wellness.

- 1.0 Though we believe this could be turned around positively.
- 1.0 Technology can have positive health effects, depending on its use. Technology can have different meanings.

4 Most affordable and convenient foods promote good health.

- 2.0 Cheap foods are not always convenient and convenient foods are not always cheap.
- 2.0 What we are sold through the media "as convenient" is not healthy but in reality a lot of healthy food is convenient and healthy ex fruits, vegetables, grains, nuts.
- 1.0 The better for you, are the most expensive.

5 The built environment has little impact on physical activity and the health of our children.

- 1.0 We have to drive everywhere because it is not safe or convenient to get anywhere; not enough trees.

6 Suburban development patterns generally promote healthy lifestyles.

- 2.0 Some developments are attempting to address public and family health.
- 2.0 Historically we disagree but in the last century it's getting better

7 Local government has an obligation to improve public health through local land use plans.

- 4.0 We are the government - we need to remember government is a reflection of the people and we need to be involved.
- 3.0 One participant is very interested in schools and school policy, for example soda in schools, etc. The government has a responsibility to listen to the community voice like sidewalks and planning new subdivisions. Shopping needs to be within walking distance.

Participant Comments – Post-conference

1 People are solely responsible for their own nutrition and weight.

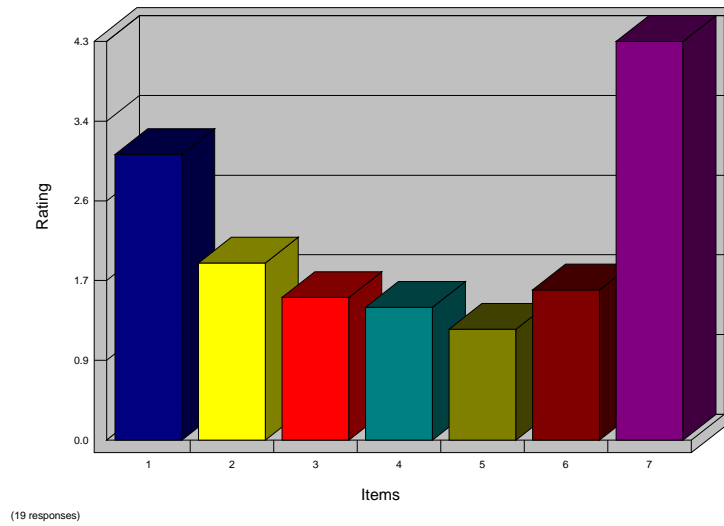
- 4.3 We are strongly affected by our environment. What about age differences?
Would a six year old be able to make their own nutrition choices?
- 3.0 Still some debate and we're choosing neutral as a compromise.
- 2.0 Part of the concern is that people have choices and we don't promote them, yet the individual does play a role. Children definitely don't have a choice. This session gave us a look at how environment really leads to your eating and healthy habits.
- 1.0 4 of 5 strongly disagree- 1 agrees -can state to meet unmet needs.
- 2 Placer schools model proper nutrition and physical activity.**
 - 3.0 Looks promising with the new legislation and the school wellness policy. Still don't know enough about current practices at Placer County schools.
 - 3.0 We've learned that some of our schools are working to do this.
 - 2.0 This is just the schools we have experience with.
- 3 Media and technology contribute positively to our health and wellness.**
 - 1.0 PSA's can be sometimes brilliant . . . we need more of this.
 - 1.0 But it could be used as a good tool for education and awareness around the issues, and hands-on creativity.
- 4 Most affordable and convenient foods promote good health.**
 - 3.0 Some healthy foods are convenient yet some are not affordable especially organic.
 - 2.0 Fruits and vegetables are affordable and sometimes convenient, but often times it is just junk.

Pre and Post Conference Polling Graphs

The following graphs show the actual ratings and spread amongst the small groups in the pre and post-conference polling. The Summary Graph shows the average ratings by item and the Distribution Graphs show the actual rating spread by each polled statement.

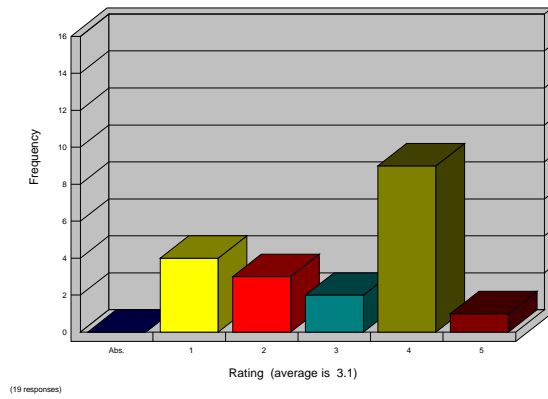
Pre-conference Poll Summary Graph and Distribution Graphs

Pathways to Healthier Communities - Pre Poll

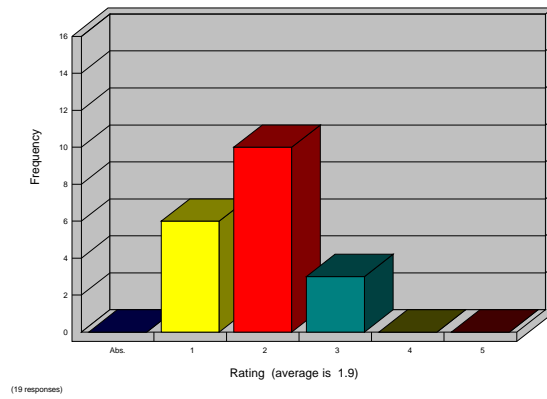


Distribution Graphs – Pre-conference

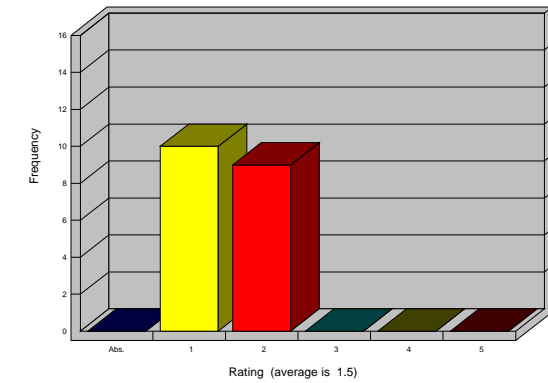
People are solely responsible for their own nutrition and weight.



Placer schools model proper nutrition and physical activity.

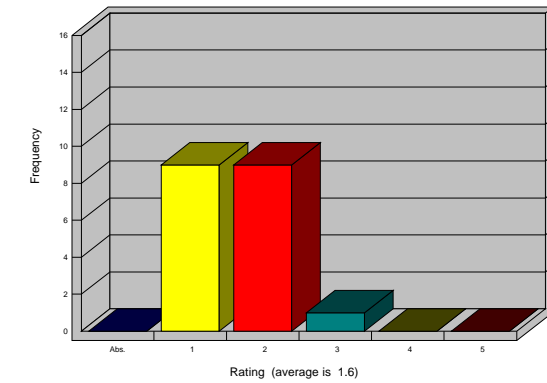


Media and technology contribute positively to our health and w...



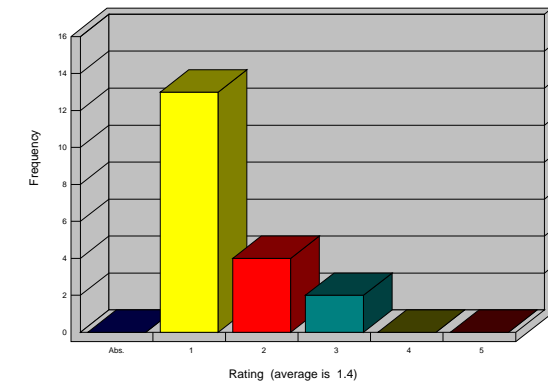
(19 responses)

Suburban development patterns generally promote healthy life...



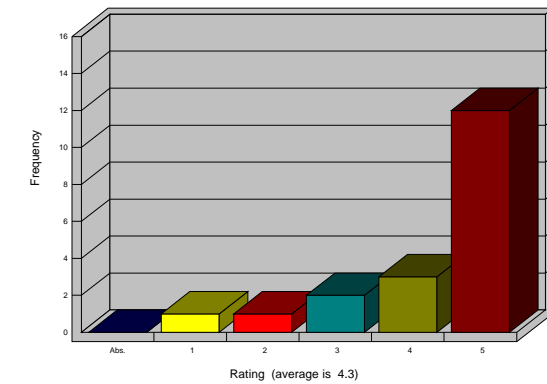
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Most affordable and convenient foods promote good health.



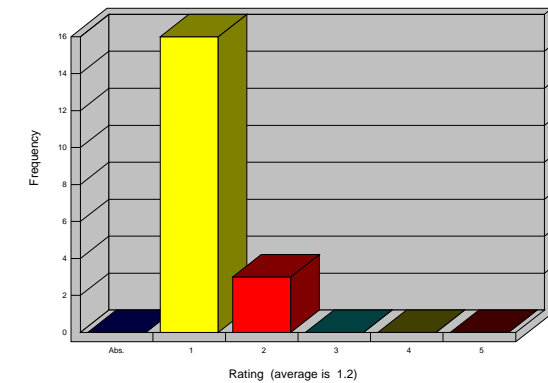
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Local government has an obligation to improve public health th...



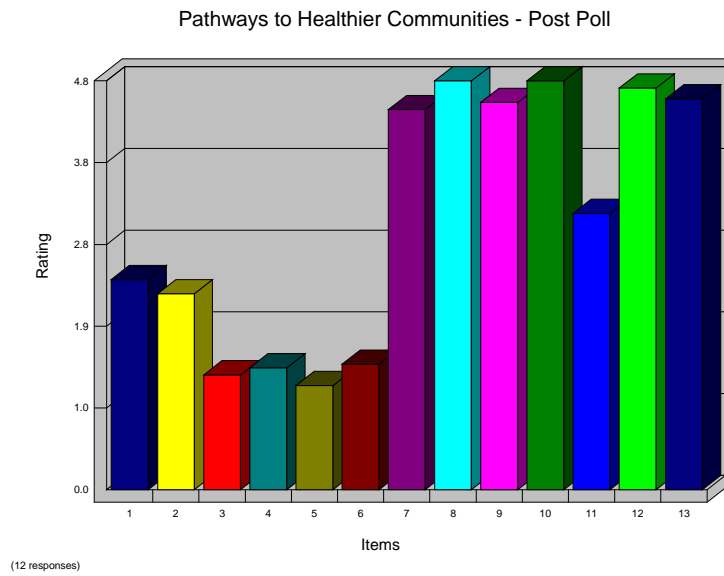
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The built environment has little impact on physical activity a...

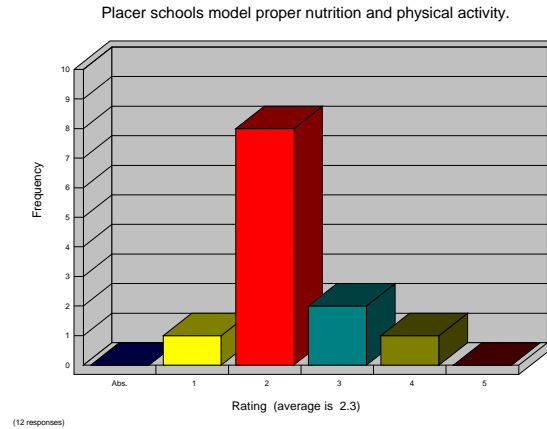
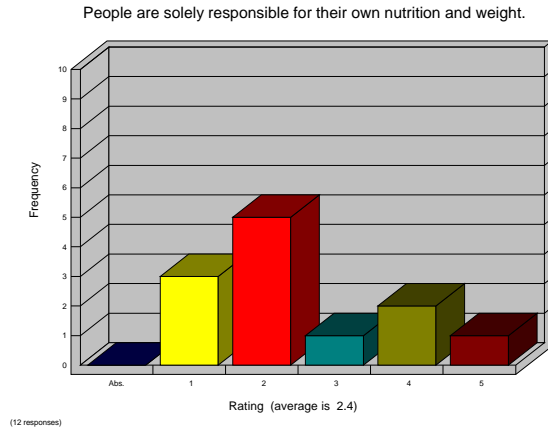


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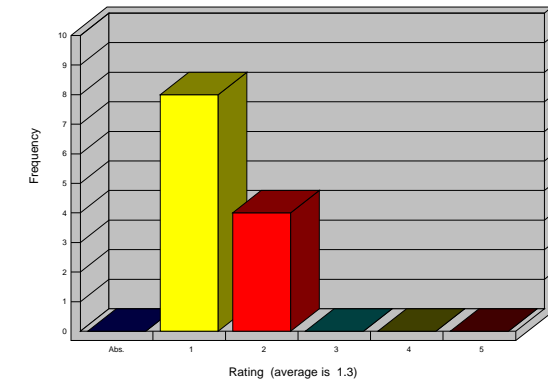
Post-conference Poll Summary Graph and Distribution Graphs



Distribution Graphs – Post-conference

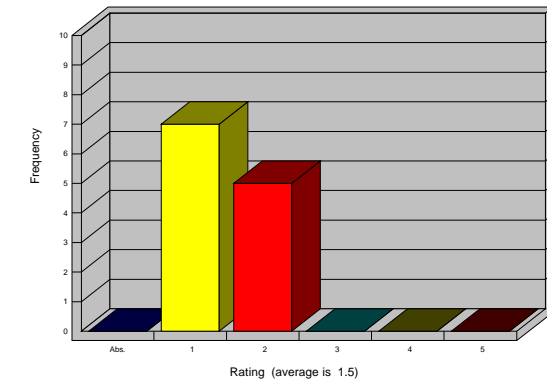


Media and technology contribute positively to our health and w...



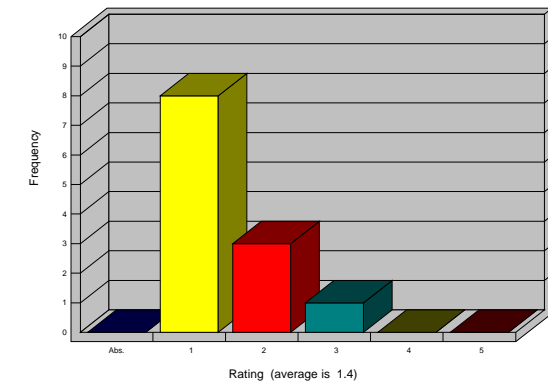
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Suburban development patterns generally promote healthy lifest...



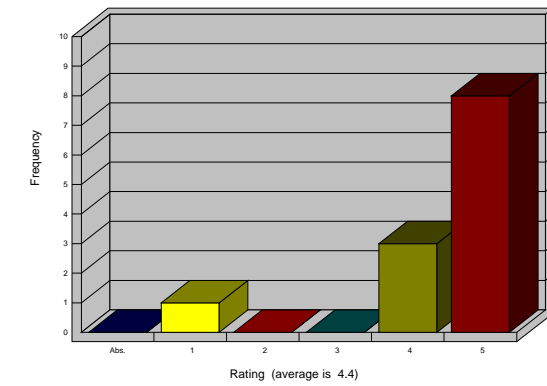
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Most affordable and convenient foods promote good health.



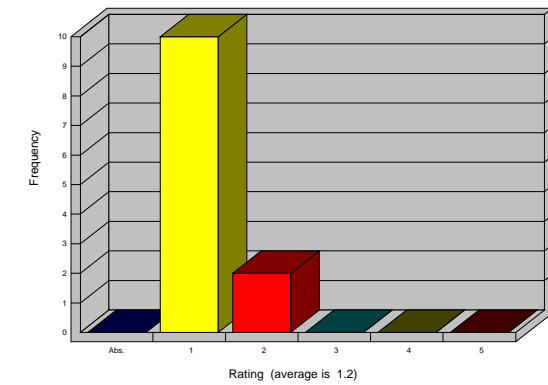
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Local government has an obligation to improve public health th...



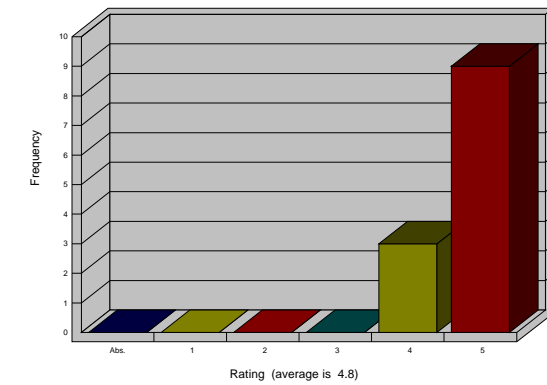
(12 responses)

The built environment has little impact on physical activity a...



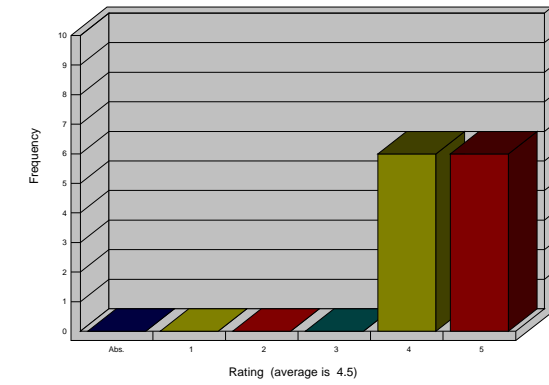
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We gained information on the implications of obesity and unhea...



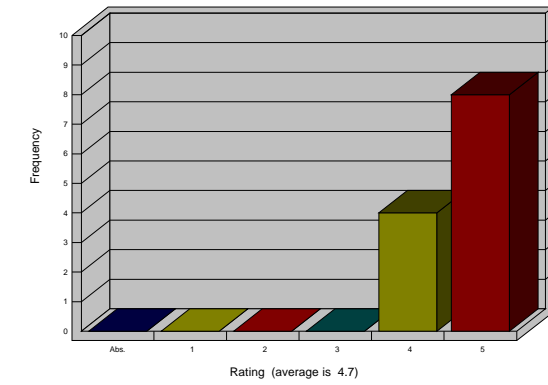
(12 responses)

We gained information on the environmental and personal elemen...



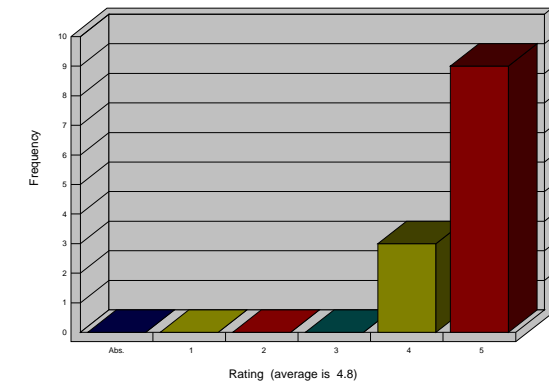
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We will use this information to better support health and well...



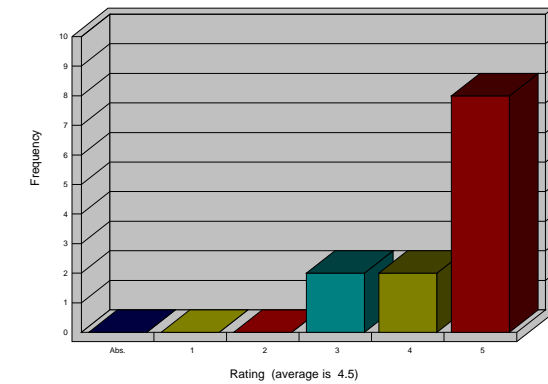
(12 responses)

The information is useful.



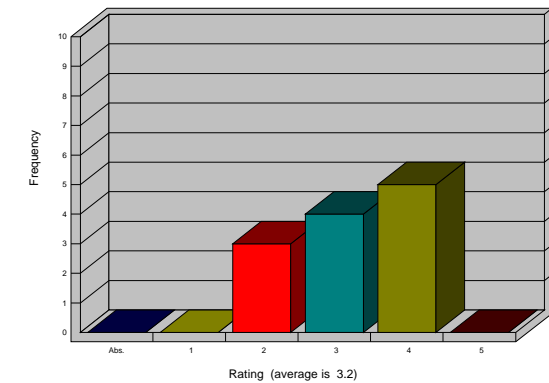
(12 responses)

This conference has motivated us to take part in creating a he...



(12 responses)

We became aware of resources available in Placer County.



(12 responses)